

10/524677
DT01 Rec'd PCT/PTO 14 FEB 2005

PCT Request

PCT REQUEST

12101PCT

Duplicate of original printed on 15.08.2003 03:12:39 PM

0	For receiving Office use only	
0-1	International Application No.	
0-2	International Filing Date	
0-3	Name of receiving Office and "PCT International Application"	
0-4	Form - PCT/RO/101 PCT Request	
0-4-1	Prepared using	PCT-EASY Version 2.92 (updated 01.07.2003)
0-5	Petition The undersigned requests that the present international application be processed according to the Patent Cooperation Treaty	
0-6	Receiving Office (specified by the applicant)	Australian Patent Office (RO/AU)
0-7	Applicant's or agent's file reference	12101PCT
I	Title of invention	INTERACTIVE PROPERTY TOUR
II	Applicant	
II-1	This person is:	applicant only
II-2	Applicant for	all designated States except US
II-4	Name	PROACTIVE TOURS PTY LTD
II-5	Address:	25a Kensington Road Norwood, South Australia 5067 Australia
II-6	State of nationality	AU
II-7	State of residence	AU
III-1	Applicant and/or inventor	
III-1-1	This person is:	applicant and inventor
III-1-2	Applicant for	US only
III-1-4	Name (LAST, First)	NORTON-BAKER, John, Robert
III-1-5	Address:	25a Kensington Road Norwood, South Australia 5067 Australia
III-1-6	State of nationality	AU
III-1-7	State of residence	AU

PCT REQUEST

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IV-1	Agent or common representative; or address for correspondence The person identified below is hereby/has been appointed to act on behalf of the applicant(s) before the competent International Authorities as:	agent
IV-1-1	Name	LESICAR PERRIN
IV-1-2	Address:	49 Wright Street Adelaide, South Australia 5000 Australia
IV-1-3	Telephone No.	08 8211 9422
IV-1-4	Facsimile No.	08 8211 9433
IV-1-5	e-mail	mail@l-p.com.au
V	Designation of States	
V-1	Regional Patent (other kinds of protection or treatment, if any, are specified between parentheses after the designation(s) concerned)	<p>AP: GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW and any other State which is a Contracting State of the Harare Protocol and of the PCT</p> <p>EA: AM AZ BY KG KZ MD RU TJ TM and any other State which is a Contracting State of the Eurasian Patent Convention and of the PCT</p> <p>EP: AT BE BG CH&LI CY CZ DE DK EE ES FI FR GB GR HU IE IT LU MC NL PT RO SE SI SK TR and any other State which is a Contracting State of the European Patent Convention and of the PCT</p> <p>OA: BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG and any other State which is a member State of OAPI and a Contracting State of the PCT</p>
V-2	National Patent (other kinds of protection or treatment, if any, are specified between parentheses after the designation(s) concerned)	<p>AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH&LI CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NI NO NZ OM PG PH PL PT RO RU SC SD SE SG SK SL SY TJ TM TN TR TT TZ UA UG US UZ VC VN YU ZA ZM ZW</p>

PCT REQUEST

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V-5	Precautionary Designation Statement In addition to the designations made under Items V-1, V-2 and V-3, the applicant also makes under Rule 4.9(b) all designations which would be permitted under the PCT except any designation(s) of the State(s) indicated under Item V-6 below. The applicant declares that those additional designations are subject to confirmation and that any designation which is not confirmed before the expiration of 15 months from the priority date is to be regarded as withdrawn by the applicant at the expiration of that time limit.	
V-6	Exclusion(s) from precautionary designations	NONE
VI-1	Priority claim of earlier national application	
VI-1-1	Filing date	15 August 2002 (15.08.2002)
VI-1-2	Number	2002951345
VI-1-3	Country	AU
VI-2	Priority document request The receiving Office is requested to prepare and transmit to the International Bureau a certified copy of the earlier application(s) identified above as item(s):	VI-1
VII-1	International Searching Authority Chosen	Australian Patent Office (ISA/AU)
VIII	Declarations	Number of declarations
VIII-1	Declaration as to the identity of the inventor	-
VIII-2	Declaration as to the applicant's entitlement, as at the international filing date, to apply for and be granted a patent	-
VIII-3	Declaration as to the applicant's entitlement, as at the international filing date, to claim the priority of the earlier application	-
VIII-4	Declaration of inventorship (only for the purposes of the designation of the United States of America)	-
VIII-5	Declaration as to non-prejudicial disclosures or exceptions to lack of novelty	-
IX	Check list	number of sheets
IX-1	Request (including declaration sheets)	4
IX-2	Description	20
IX-3	Claims	2
IX-4	Abstract	1
IX-5	Drawings	9
IX-7	TOTAL	36
		electronic file(s) attached
		EZABST00.TXT

PCT REQUEST

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	Accompanying Items	paper document(s) attached	electronic file(s) attached
IX-8	Fee calculation sheet	✓	-
IX-17	PCT-EASY diskette	-	Diskette
IX-19	Figure of the drawings which should accompany the abstract	1	
IX-20	Language of filing of the International application	English	
X-1	Signature of applicant, agent or common representative		
X-1-1	Name	LESICAR PERRIN	
X-1-2	Name of signatory	DOREEN PERRIN	
X-1-3	Capacity	Patent Attorney	
X-2	Signature of applicant, agent or common representative		
X-2-1	Name	PROACTIVE TOURS PTY LTD	

FOR RECEIVING OFFICE USE ONLY

10-1	Date of actual receipt of the purported International application	
10-2	Drawings:	
10-2-1	Received	
10-2-2	Not received	
10-3	Corrected date of actual receipt due to later but timely received papers or drawings completing the purported International application	
10-4	Date of timely receipt of the required corrections under PCT Article 11(2)	
10-5	International Searching Authority	ISA/AU
10-6	Transmittal of search copy delayed until search fee is paid	

FOR INTERNATIONAL BUREAU USE ONLY

11-1	Date of receipt of the record copy by the International Bureau	
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PCT (ANNEX - FEE CALCULATION SHEET)

12101PCT

Original (for SUBMISSION) - printed on 15.08.2003 03:12:39 PM

(This sheet is not part of and does not count as a sheet of the international application)

0	For receiving Office use only	
0-1	International Application No.	
0-2	Date stamp of the receiving Office	
0-4	Form - PCT/RO/101 (Annex) PCT Fee Calculation Sheet Prepared using	PCT-EASY Version 2.92 (updated 01.07.2003)
0-9	Applicant's or agent's file reference	12101PCT
2	Applicant	PROACTIVE TOURS PTY LTD, et al.
12	Calculation of prescribed fees	fee amount/multiplier Total amounts (AUD)
12-1	Transmittal fee T	⇒ 100
12-2-1	Search fee S	⇒ 1,000
12-2-2	International search to be carried out by	AU
12-3	International fee	
	Basic fee	
	(first 30 sheets) b1	746
12-4	Remaining sheets	6
12-5	Additional amount (X)	17
12-6	Total additional amount b2	102
12-7	b1 + b2 = B	848
12-8	Designation fees	
	Number of designations contained in international application	97
12-9	Number of designation fees payable (maximum 5)	5
12-10	Amount of designation fee (X)	161
12-11	Total designation fees D	805
12-12	PCT-EASY fee reduction R	-230
12-13	Total International fee (B+D-R) I	⇒ 1,423
12-14	Fee for priority document	
	Number of priority documents requested	1
12-15	Fee per document (X)	50
12-16	Total priority document fee P	⇒ 50
12-17	TOTAL FEES PAYABLE (T+S+I+P)	⇒ 2,573
12-19	Mode of payment	other: VISA Card

VALIDATION LOG AND REMARKS

13-2-3	Validation messages Names	Green? Applicant 1.:Telephone No. missing
		Green? Applicant 1.:Facsimile No. missing

PATENT COOPERATION TREATY
PCT
INTERNATIONAL PRELIMINARY EXAMINATION REPORT

(PCT Article 36 and Rule 70)

REC'D 08 NOV 2004

WIPO

PCT

Applicant's or agent's file reference 12101PCT dp:df	FOR FURTHER ACTION	See Notification of Transmittal of International Preliminary Examination Report (Form PCT/IPEA/416).
International Application No. PCT/AU2003/001043	International Filing Date (day/month/year) 15 August 2003	Priority Date (day/month/year) 15 August 2002
International Patent Classification (IPC) or national classification and IPC Int. Cl. ⁷ G06F 17/60		
Applicant PROACTIVE TOURS PTY LTD et al		

1. This international preliminary examination report has been prepared by this International Preliminary Examining Authority and is transmitted to the applicant according to Article 36.

2. This REPORT consists of a total of 3 sheets, including this cover sheet.

☐ This report is also accompanied by ANNEXES, i.e., sheets of the description, claims and/or drawings which have been amended and are the basis for this report and/or sheets containing rectifications made before this Authority (see Rule 70.16 and Section 607 of the Administrative Instructions under the PCT).

These annexes consist of a total of sheet(s).

3. This report contains indications relating to the following items:

- I ☒ Basis of the report
- II ☐ Priority
- III ☐ Non-establishment of opinion with regard to novelty, inventive step and industrial applicability
- IV ☐ Lack of unity of invention
- V ☒ Reasoned statement under Article 35(2) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement
- VI ☐ Certain documents cited
- VII ☐ Certain defects in the international application
- VIII ☐ Certain observations on the international application

Date of submission of the demand 12 March 2004	Date of completion of the report 26 October 2004
Name and mailing address of the IPEA/AU AUSTRALIAN PATENT OFFICE PO BOX 200, WODEN ACT 2606, AUSTRALIA E-mail address: pct@ipaustalia.gov.au Facsimile No. (02) 6285 3929	Authorized Officer JOHN THOMSON Telephone No. (02) 6283 2214

I. Basis of the report**1. With regard to the elements of the international application:***

- ☒ the international application as originally filed.
- ☐ the description, pages , as originally filed,
pages , filed with the demand,
pages , received on with the letter of
- ☐ the claims, pages , as originally filed,
pages , as amended (together with any statement) under Article 19,
pages , filed with the demand,
pages , received on with the letter of
- ☐ the drawings, pages , as originally filed,
pages , filed with the demand,
pages , received on with the letter of
- ☐ the sequence listing part of the description:
pages , as originally filed
pages , filed with the demand
pages , received on with the letter of

2. With regard to the language, all the elements marked above were available or furnished to this Authority in the language in which the international application was filed, unless otherwise indicated under this item.

These elements were available or furnished to this Authority in the following language which is:

- ☐ the language of a translation furnished for the purposes of international search (under Rule 23.1(b)).
- ☐ the language of publication of the international application (under Rule 48.3(b)).
- ☐ the language of the translation furnished for the purposes of international preliminary examination (under Rules 55.2 and/or 55.3).

3. With regard to any nucleotide and/or amino acid sequence disclosed in the international application, the international preliminary examination was carried out on the basis of the sequence listing:

- ☐ contained in the international application in written form.
- ☐ filed together with the international application in computer readable form.
- ☐ furnished subsequently to this Authority in written form.
- ☐ furnished subsequently to this Authority in computer readable form.
- ☐ The statement that the subsequently furnished written sequence listing does not go beyond the disclosure in the international application as filed has been furnished.
- ☐ The statement that the information recorded in computer readable form is identical to the written sequence listing has been furnished

4. ☐ The amendments have resulted in the cancellation of:

- ☐ the description, pages
- ☐ the claims, Nos.
- ☐ the drawings, sheets/fig.

5. ☐ This report has been established as if (some of) the amendments had not been made, since they have been considered to go beyond the disclosure as filed, as indicated in the Supplemental Box (Rule 70.2(c)).**

* Replacement sheets which have been furnished to the receiving Office in response to an invitation under Article 14 are referred to in this report as "originally filed" and are not annexed to this report since they do not contain amendments (Rules 70.16 and 70.17).

** Any replacement sheet containing such amendments must be referred to under item 1 and annexed to this report

V. Reasoned statement under Article 35(2) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement.**1. Statement**

Novelty (N)	Claims 1-12	YES
	Claims	NO
Inventive step (IS)	Claims 1-12	YES
	Claims	NO
Industrial applicability (IA)	Claims 1-12	YES
	Claims	NO

2. Citations and explanations (Rule 70.7)

Claims 1-12 The closest prior art was found to be:

- US 2002/0052755 A
- ALLHOMES.COM.AU 'Thinking of selling?' and 'Buy' (online), retrieved on 20 July 2001 from the Internet
<URL:<http://web.archive.org/web/20010720053355/http://allhomes.com.au/>>

No individual citation or obvious combination of citations discloses a system for creating a web based tour for an item defined by the steps of associating reference images with a tour identity, positioning reference icons on one or more of the reference images and wherein a position of each of the reference icons is selected to provide information related to a further reference image.

Claims 1 to 12 are therefore novel, and additionally involve an inventive step. All claims are industrially applicable.

PATENT COOPERATION TREATY

PCT

INTERNATIONAL PRELIMINARY EXAMINATION REPORT

(PCT Article 36 and Rule 70)

Applicant's or agent's file reference 12101PCT dp:df	FOR FURTHER ACTION	See Notification of Transmittal of International Preliminary Examination Report (Form PCT/IPEA/416).
International Application No. PCT/AU2003/001043	International Filing Date (day/month/year) 15 August 2003	Priority Date (day/month/year) 15 August 2002
International Patent Classification (IPC) or national classification and IPC Int. Cl. ⁷ G06F 17/60		
Applicant PROACTIVE TOURS PTY LTD et al		

1.	This international preliminary examination report has been prepared by this International Preliminary Examining Authority and is transmitted to the applicant according to Article 36.
2.	<p>This REPORT consists of a total of 3 sheets, including this cover sheet.</p> <p><input type="checkbox"/> This report is also accompanied by ANNEXES, i.e., sheets of the description, claims and/or drawings which have been amended and are the basis for this report and/or sheets containing rectifications made before this Authority (see Rule 70.16 and Section 607 of the Administrative Instructions under the PCT).</p> <p>These annexes consist of a total of sheet(s).</p>
3.	<p>This report contains indications relating to the following items:</p> <p>I <input checked="" type="checkbox"/> Basis of the report</p> <p>II <input type="checkbox"/> Priority</p> <p>III <input type="checkbox"/> Non-establishment of opinion with regard to novelty, inventive step and industrial applicability</p> <p>IV <input type="checkbox"/> Lack of unity of invention</p> <p>V <input checked="" type="checkbox"/> Reasoned statement under Article 35(2) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement</p> <p>VI <input type="checkbox"/> Certain documents cited</p> <p>VII <input type="checkbox"/> Certain defects in the international application</p> <p>VIII <input type="checkbox"/> Certain observations on the international application</p>

Date of submission of the demand 12 March 2004	Date of completion of the report 26 October 2004
Name and mailing address of the IPEA/AU AUSTRALIAN PATENT OFFICE PO BOX 200, WODEN ACT 2606, AUSTRALIA E-mail address: pct@ipaustalia.gov.au Facsimile No. (02) 6285 3929	Authorized Officer JOHN THOMSON Telephone No. (02) 6283 2214

1. Basis of the report

1. With regard to the elements of the international application:*

- ☒ the international application as originally filed.
- ☐ the description, pages , as originally filed,
pages , filed with the demand,
pages , received on with the letter of
- ☐ the claims, pages , as originally filed,
pages , as amended (together with any statement) under Article 19,
pages , filed with the demand,
pages , received on with the letter of
- ☐ the drawings, pages , as originally filed,
pages , filed with the demand,
pages , received on with the letter of
- ☐ the sequence listing part of the description:
pages , as originally filed
pages , filed with the demand
pages , received on with the letter of

2. With regard to the language, all the elements marked above were available or furnished to this Authority in the language in which the international application was filed, unless otherwise indicated under this item.

These elements were available or furnished to this Authority in the following language which is:

- ☐ the language of a translation furnished for the purposes of international search (under Rule 23.1(b)).
- ☐ the language of publication of the international application (under Rule 48.3(b)).
- ☐ the language of the translation furnished for the purposes of international preliminary examination (under Rules 55.2 and/or 55.3).

3. With regard to any nucleotide and/or amino acid sequence disclosed in the international application, the international preliminary examination was carried out on the basis of the sequence listing:

- ☐ contained in the international application in written form.
- ☐ filed together with the international application in computer readable form.
- ☐ furnished subsequently to this Authority in written form.
- ☐ furnished subsequently to this Authority in computer readable form.
- ☐ The statement that the subsequently furnished written sequence listing does not go beyond the disclosure in the international application as filed has been furnished.
- ☐ The statement that the information recorded in computer readable form is identical to the written sequence listing has been furnished

4. ☐ The amendments have resulted in the cancellation of:

- ☐ the description, pages
- ☐ the claims, Nos.
- ☐ the drawings, sheets/fig.

5. ☐ This report has been established as if (some of) the amendments had not been made, since they have been considered to go beyond the disclosure as filed, as indicated in the Supplemental Box (Rule 70.2(c)).**

* Replacement sheets which have been furnished to the receiving Office in response to an invitation under Article 14 are referred to in this report as "originally filed" and are not annexed to this report since they do not contain amendments (Rules 70.16 and 70.17).

** Any replacement sheet containing such amendments must be referred to under item 1 and annexed to this report

V. Reasoned statement under Article 35(2) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement**1. Statement**

Novelty (N)	Claims 1-12	YES
	Claims	NO
Inventive step (IS)	Claims 1-12	YES
	Claims	NO
Industrial applicability (IA)	Claims 1-12	YES
	Claims	NO

2. Citations and explanations (Rule 70.7)

Claims 1-12 The closest prior art was found to be:

- US 2002/0052755 A
- ALLHOMES.COM.AU 'Thinking of selling?' and 'Buy' (online), retrieved on 20 July 2001 from the Internet
<URL: <http://web.archive.org/web/20010720053355/http://allhomes.com.au/>>

No individual citation or obvious combination of citations discloses a system for creating a web based tour for an item defined by the steps of associating reference images with a tour identity, positioning reference icons on one or more of the reference images and wherein a position of each of the reference icons is selected to provide information related to a further reference image.

Claims 1 to 12 are therefore novel, and additionally involve an inventive step. All claims are industrially applicable.

10/524677
BT01 PCT/PTC 14 FEB 2005

Written Opinion

PATENT COOPERATION TREATY

From the:
INTERNATIONAL PRELIMINARY EXAMINING AUTHORITY

PCT

WRITTEN OPINION
(PCT Rule 66)

To: LESICAR PERRIN 49 Wright Street ADELAIDE SA 5000			Date of mailing <i>(day/month/year)</i> 26 MAR 2004
Applicant's or agent's file reference 12101/pct		REPLY DUE within TWO MONTHS from the above date of mailing	
International Application No. PCT/AU2003/001043	International Filing Date <i>(day/month/year)</i> 15 August 2003	Priority Date <i>(day/month/year)</i> 15 August 2002	
International Patent Classification (IPC) or both national classification and IPC Int. Cl. ⁷ G06F 17/60			
Applicant <div style="text-align: center;">PROACTIVE TOURS PTY LTD et al</div>			

1. This written opinion is the first drawn by this International Preliminary Examining Authority.	
2. This opinion contains indications relating to the following items:	
I	<input checked="" type="checkbox"/> Basis of the opinion
II	<input type="checkbox"/> Priority
III	<input type="checkbox"/> Non-establishment of opinion with regard to novelty, inventive step and industrial applicability
IV	<input type="checkbox"/> Lack of unity of invention
V	<input checked="" type="checkbox"/> Reasoned statement under Rule 66.2(a)(ii) with regard to novelty, inventive step or industrial applicability: citations and explanations supporting such statement
VI	<input type="checkbox"/> Certain documents cited
VII	<input type="checkbox"/> Certain defects in the international application
VIII	<input type="checkbox"/> Certain observations on the international application
3. The FINAL DATE by which the international preliminary examination report must be established according to Rule 69.2 is: 15 December 2004	
4. The applicant is hereby invited to reply to this opinion.	
When?	See the Reply Due date indicated above. However, the Australian Patent Office will not establish the Report before the earlier of (i) a response being filed, or (ii) one month before the Final Date by which the international preliminary examination report must be established. The Report will take into account any response (including amendments) filed before the Report is established. If no response is filed by 1 month before the Final Date, the international preliminary examination report will be established on the basis of this opinion. Applicants wishing to have the benefit of a further opinion (if needed) before the report is established should ensure that a response is filed at least 3 months before the Final Date by which the international preliminary examination report must be established.
How?	By submitting a written reply, accompanied, where appropriate, by amendments, according to Rule 66.3. For the form and the language of the amendments, see Rules 66.3 and 66.9.
Also	For an additional opportunity to submit amendments, see Rule 66.4. For the examiner's obligation to consider amendments and/or arguments, see Rule 66.4bis. For an informal communication with the examiner, see Rule 66.6.

Name and mailing address of the IPEA/AU AUSTRALIAN PATENT OFFICE PO BOX 200, WODEN ACT 2606, AUSTRALIA E-mail address: pct@ipaaustralia.gov.au Facsimile No. (02) 6285 3929	Authorized Officer <div style="text-align: center;">JOHN THOMSON</div> Telephone No: (02) 6283 2214
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1. Basis of the opinion

1. With regard to the elements of the international application:*

- ☒ the international application as originally filed.
- ☐ the description, pages , as originally filed,
pages , filed with the demand,
pages , received on with the letter of
- ☐ the claims, pages , as originally filed,
pages , as amended under Article 19,
pages , filed with the demand,
pages , received on with the letter of
- ☐ the drawings, pages , as originally filed,
pages , filed with the demand,
pages , received on with the letter of
- ☐ the sequence listing part of the description
pages , as originally filed
pages , filed with the demand
pages , received on with the letter of

2. With regard to the language, all the elements marked above were available or furnished to this Authority in the language in which the international application was filed, unless otherwise indicated under this item.

These elements were available or furnished to this Authority in the following language which is:

- ☐ the language of a translation furnished for the purposes of international search (under Rule 23.1(b)).
- ☐ the language of publication of the international application (under Rule 48.3(b)).
- ☐ the language of the translation furnished for the purposes of international preliminary examination (under Rules 55.2 and/or 55.3).

3. With regard to any nucleotide and/or amino acid sequence disclosed in the international application, the written opinion was drawn on the basis of the sequence listing:

- ☐ contained in the international application in printed form.
- ☐ filed together with the international application in computer readable form.
- ☐ furnished subsequently to this Authority in written form.
- ☐ furnished subsequently to this Authority in computer readable form.
- ☐ The statement that the subsequently furnished written sequence listing does not go beyond the disclosure in the international application as filed has been furnished.
- ☐ The statement that the information recorded in computer readable form is identical to the written sequence listing has been furnished.

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- ☐ the description, pages
- ☐ the claims, Nos.
- ☐ the drawings, sheets/fig.

5. ☐ This opinion has been established as if (some of) the amendments had not been made, since they have been considered to go beyond the disclosure as filed, as indicated in the Supplemental Box (Rule 70.2(c)).

* Replacement sheets which have been furnished to the receiving Office in response to an invitation under Article 14 are referred to in this opinion as "originally filed"

V. Reasoned statement under Rule 66.2(a)(ii) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement

1. Statement

Novelty (N)	Claims	YES
	Claims 1-12	NO
Inventive step (IS)	Claims	YES
	Claims 1-12	NO
Industrial applicability (IA)	Claims 1-12	YES
	Claims	NO

2. Citations and explanations

NOVELTY (N) claims 1-12

- US 2002/0052755 A *

This document provides a web page where a floor plan of a structure is displayed, and virtual furniture images are provided that can be repositioned by the user, essentially as claimed. See in particular figure 2, where the user can populate the property lot and floor plan with furniture and landscape icons, and figure 5.

- ALLHOMES.COM.AU "Thinking of selling?" and "Buy" (online), retrieved on 20 July 2001 from the Internet
<URL: <http://web.archive.org/web/http://web.archive.org/web/20010720053355/http://allhomes.com.au/>>

This document further anticipates the invention by providing a web page where floor plans and associated photographs of a real estate property can be toured by a user.

INVENTIVE STEP (IS) claims 1-12

All claims lack inventiveness as per above.

10/524677

BT01 Rec'd PCT/PTC 14 FEB 2005

Reply to
Written Opinion

Our Reference 12101PCT dp d1
Your Reference:

11 October 2004

Commissioner of Patents
WODEN ACT 2606

Sir

International Patent Application No. PCT/AU03/01043
Interactive Property Tour
Proactive Tours Pty Ltd

We refer to the written opinion of the authorised Dr Paulette Boccard.

We have considered the matters raised by the Examiner in the opinion and would now respond as follows

Turning firstly to the prior art cited by the Examiner we refer to the United States Patent Application Publication No. US2002/0052755 (Whatleyxal), we note that this application refers to a method for providing Real Estate services to the owner of a real property that consists of firstly obtaining measurements of a property so as to create a third plan of the property, and other features of the property. The document goes on to disclose the use of user positionable virtual furniture images which can be placed on the floor plan created. Importantly, the furniture images have no connection with the floor plan or other images, for example the external views of the property in question.

By contrast in the case of the present invention a first reference image, for example a floor plan has positioned there on one or more reference icons. Importantly each reference icon is associated with a further reference image, for example an interior view. Thus, the positioning of the reference icons provides for a connection between these areas reference images. The position of the reference icon on the first reference in each provides information related to the position or direction from which a further reference image is viewed. Thus, the user is provided with far more information and provided with the information in a way that allows the various images to connect together to a whole view of the property in question.

Similar comments apply in relation to the all homed website.

On the extract provided the properties listed on this particular website include details of the property and also details of block flies, mats, demographic information and information about the local services such as schools and shops. However, this falls far short of the type of information and the manner in which the information is provided in the present invention. Again, by way of comparison a first reference in each in line with the invention may constitute a map. Reference icons associated with the map may then be positioned on the map and be connected with further reference images which include photographs of various places on the map further, the reference icons again provide provisional information relating to the location from which the further reference images were obtained. Again the user has the more complete picture of the property in question.

It is clear that in the case of the present invention the reference icons serve to form an interactive relationship between each of the reference images. This interactive relationship is not disclosed and cannot be incurred from any of the documents referred to by the Examiner in the written opinion.

Favourable reconsideration and acceptance of the application is requested.

Yours sincerely
LESICAR PERRIN

DOREEN PERRIN
doreen@l-p.com.au

PATENT COOPERATION TREATY

PCT

INTERNATIONAL SEARCH REPORT

(PCT Article 18 and Rules 43 and 44)

Applicant's or agent's file reference 12101/pct	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> FOR FURTHER ACTION </div> <div style="width: 55%;"> see Notification of Transmittal of International Search Report (Form PCT/ISA/220) as well as, where applicable, item 5 below. </div> </div>	
International application No. PCT/AU03/01043	International filing date (<i>day/month/year</i>) 15 August 2003	(Earliest) Priority Date (<i>day/month/year</i>) 15 August 2002
Applicant PROACTIVE TOURS PTY LTD et al		

This international search report has been prepared by this International Searching Authority and is transmitted to the applicant according to Article 18. A copy is being transmitted to the International Bureau.

This international search report consists of a total of **4** sheets.

☒ It is also accompanied by a copy of each prior art document cited in this report.

1. Basis of the report	
a.	With regard to the language, the international search was carried out on the basis of the international application in the language in which it was filed, unless otherwise indicated under this item. <input type="checkbox"/> the international search was carried out on the basis of a translation of the international application furnished to this Authority (Rule 23.1(b)).
b.	With regard to any nucleotide and/or amino acid sequence disclosed in the international application, the international search was carried out on the basis of the sequence listing: <input type="checkbox"/> contained in the international application in written form. <input type="checkbox"/> filed together with the international application in computer readable form. <input type="checkbox"/> furnished subsequently to this Authority in written form. <input type="checkbox"/> furnished subsequently to this Authority in computer readable form. <input type="checkbox"/> the statement that the subsequently furnished written sequence listing does not go beyond the disclosure in the international application as filed has been furnished. <input type="checkbox"/> the statement that the information recorded in computer readable form is identical to the written sequence listing has been furnished.
2.	<input type="checkbox"/> Certain claims were found unsearchable (See Box I).
3.	<input type="checkbox"/> Unity of invention is lacking (See Box II).
4.	With regard to the title, <input checked="" type="checkbox"/> the text is approved as submitted by the applicant. <input type="checkbox"/> the text has been established by this Authority to read as follows:
5.	With regard to the abstract, <input type="checkbox"/> the text is approved as submitted by the applicant <input checked="" type="checkbox"/> the text has been established, according to Rule 38.2(b), by this Authority as it appears in Box III. The applicant may, within one month from the date of mailing of this international search report, submit comments to this Authority.
6.	The figure of the drawings to be published with the abstract is Figure No. 3 <div style="display: flex; justify-content: space-between;"> <div style="width: 60%;"> <input type="checkbox"/> as suggested by the applicant. <input type="checkbox"/> because the applicant failed to suggest a figure <input checked="" type="checkbox"/> because this figure better characterizes the invention </div> <div style="width: 35%; text-align: right;"> <input type="checkbox"/> None of the figures </div> </div>

Box III TEXT OF THE ABSTRACT (Continuation of item 5 of the first sheet)

A system for creating a web based tour for an item of interest characterised in that it includes the steps of:

- establishing a tour identity;
- associating one or more reference images (20) with the tour identity;
- positioning one or more reference icons (28) on one or more of said reference images (20), each of said reference icons (28) being associated with a further reference image (22);
- and wherein a position of each of said reference icons (28) is selected to provide information relating to said further reference image (22).

A. CLASSIFICATION OF SUBJECT MATTERInt. Cl. ⁷: G06F 17/60

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

DWPI: G06F 17/60 and keywords: virtual tour, property, real estate, tour?, map?, plan?, web page, web site, image?, icon? and similar terms

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2002/0052755 A (WHATLEY et. al.) 2 May 2002 Entire document, in particular see paragraphs [0007] to [0011], and figures 5 and 11	1-12
X	ALLHOMES.COM.AU 'Thinking of selling?' and 'Buy' (online). (retrieved on 20 July 2001). Retrieved from the Internet <URL: http://web.archive.org/web/http://web.archive.org/web/20010720053355/http://allhomes.com.au/ >.	1-12
A	US 2001/0025261 A (OLEFSON) 27 September 2001 Entire document	1-12



Further documents are listed in the continuation of Box C



See patent family annex

- * Special categories of cited documents:
- "A" document defining the general state of the art which is not considered to be of particular relevance
- "E" earlier application or patent but published on or after the international filing date
- "I" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)
- "O" document referring to an oral disclosure, use, exhibition or other means
- "P" document published prior to the international filing date but later than the priority date claimed
- "T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
- "X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
- "Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
- "&" document member of the same patent family

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Name and mailing address of the ISA/AU AUSTRALIAN PATENT OFFICE PO BOX 200, WODEN ACT 2606, AUSTRALIA E-mail address: pct@ipaustalia.gov.au Facsimile No. (02) 6285 3929	Authorized officer CHARLES BERKO Telephone No : (02) 6283 2169

INTERNATIONAL SEARCH REPORT
Information on patent family members

International application No.
PCT/AU03/01043

This Annex lists the known "A" publication level patent family members relating to the patent documents cited in the above-mentioned international search report. The Australian Patent Office is in no way liable for these particulars which are merely given for the purpose of information.

Patent Document Cited in Search Report		Patent Family Member	
US	2002005275	US	2003006030
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END OF ANNEX			

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2002951345 15 August 2002 (15.08.2002) AU(71) Applicant (for all designated States except US): PROAC-
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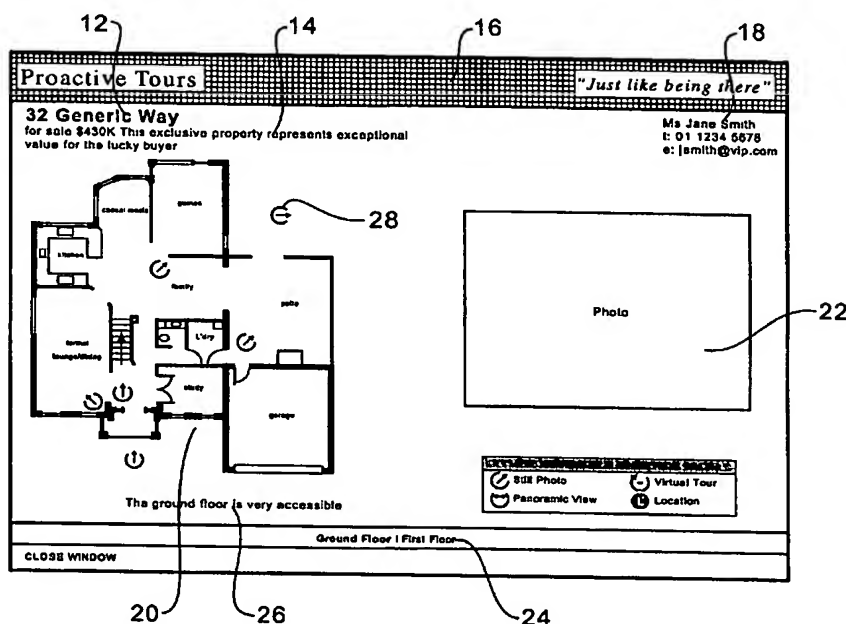
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For two-letter codes and other abbreviations, refer to the "Guid-
ance Notes on Codes and Abbreviations" appearing at the begin-
ning of each regular issue of the PCT Gazette.

(54) Title: INTERACTIVE PROPERTY TOUR

(57) **Abstract:** A system for creating a web based tour for an item of interest characterised in that it includes the steps of: establishing a tour identity; associating one or more reference images (20) with the tour identity; positioning one or more reference icons (28) on one or more of said reference images (20), each of said reference icons (28) being associated with a further reference image (22); and wherein a position of each of said reference icons (28) is selected to provide information relating to said further reference image (22).

WO 2004/017233 A1

Interactive Property Tour**10/52 4677**

FIELD OF THE INVENTION

The present invention relates to a system for providing that enables businesses to create interactive web images of their products including optional information. The system of the invention is readily adapted to use in variety of industries.

BACKGROUND OF THE INVENTION

The global computer network, known in many countries as the Internet, has evolved into an effective medium for companies to advertise their products and services; for consumers to view information regarding products and services; and further, for Customers to purchase products and services online.

One industry that has readily seen the advantage of the Internet and incorporated the Internet into its business marketing is the real estate industry. The present invention will be described with reference to its use as a marketing tool for real estate but it must be emphasized that the techniques of the invention are applicable to all businesses that use the internet to market their products and services.

The traditional system for the advertising and purchase of real estate is through a real estate agent who provides details of properties available including floor plans and interior images. Many real estate companies now transfer this information to the Internet. Thus, for each property a collage of still images is provided, perhaps with a floor plan and, in some cases with a 360° virtual tour – in other words an electronic version of a traditional sales brochure is produced. The prospective purchaser has to guess the position from which the pictures are taken and has little information concerning the neighbourhood of the property. Inevitably, therefore, the purchaser is required to visit a substantial number of properties in order to make a comparison and a final selection. This is time consuming and frustrating for both the purchaser and the selling/letting agent.

A web based sales display that allows the addition of information to images and allows the addition geographical information concerning products and services is therefore desirable.

Real estate agents are, of course, skilled in their own field of business and rarely would such business people have the skills and other resources necessary for the

creation of the web based information. Accordingly, the task of preparation of the Internet site is typically outsourced to a Supplier organisation. This of course comes at a cost that adds to the overhead of the business.

5 A system that allows relatively inexperienced people to create their own web based sales display is thus desirable.

It is to this situation that the present invention is addressed.

SUMMARY OF THE INVENTION

Therefore in one form of the invention there is proposed a system for creating a web based tour for an item of interest characterised in that it includes the steps of:

- 10 - establishing a tour identity;
- associating one or more reference images with the tour identity;
- positioning one or more reference icons on one or more of said reference images, each of said reference icons being associated with a further reference image;
- and wherein a position of each of said reference icons is selected to provide
15 information relating to said further reference image.

Preferably, the tour identity optionally has associated therewith a tour description. Similarly, it is preferable, if said reference images has an associated image description.

20 In one form of the invention, the reference image and a respective associated image description collectively form page and wherein said tour consists of a plurality of pages collected together as a list of pages.

Preferably, each page is prepared according to a template selected from a number of predetermined template styles.

Preferably, the reference images are stored on one or more remote host servers.

25 Preferably, at least one of the reference images is a map. The map images can be obtained from a map image database held on a remote server

In a preferred form of the invention, at least one reference image is a plan. For example, in the case where the tour consists of a tour of a property the plan represents a floor plan of the property in question.

Preferably, the reference icons serve to provide information regarding said further reference image associated therewith.

In a further aspect the present invention is characterized by a web based tour for an item of interest characterised in that it includes

- 5 - a tour identity having a respective tour description;
- a plurality of pages forming said tour, each page consisting of one or more reference images associated with the tour each reference having an associated image description;
- one or more reference icons positioned on one or more of said reference images,
- 10 each of said reference icons being associated with a further reference image;
- and wherein a position of each of said reference icons is selected to provide information relating to said further reference image.

Preferably, said item of interest is a property and at least one reference image is a plan of said property and wherein reference icons positioned on said plan are
15 associated with reference images provide an indication of a position and direction from which said reference image was obtained and wherein at least one reference image represents a map and includes thereon a reference icon that provides an indication of a position of the property on the map

The system of the invention thus provides the ability to have easily constructed web
20 page tours with each tour containing multiple reference images (such as maps, floor plans, photos, etc) with multiple direction icons linked to photos on each reference image. The tours can be constructed without any detailed web page technical knowledge being needed.

BRIEF DESCRIPTION OF THE DRAWINGS

25 The accompanying drawings, which are incorporated in and constitute a part of this specification, illustrate several implementations of the invention and, together with the description, serve to explain the advantages and principles of the invention. In the drawings,

Figure 1 represents schematically the process of tour construction in the
30 present invention in the form of a flow diagram;

Figure 2 represents schematically a flow diagram showing in outline detail the system of the present invention;

- Figure 3 illustrates a tour display screen as viewed by prospective purchasers;
- Figure 4 illustrates a tours screen;
- Figure 5 shows an Edit Tour screen used in the construction of a tour;
- Figure 6 shows a List of Pages screen for a specific tour;
- 5 Figure 7 shows an Edit Page screen for a specific tour
- Figure 8 represents a first view of an Edit Page Icons screen;
- Figure 9 represents a second view of the Edit Page Icons screen shown in figure 8;
- Figure 10 shows a first File Upload screen;
- 10 Figure 11 shows a Map Link screen;
- Figure 12 shows a Find map screen;
- Figure 13 shows a second File Upload screen;
- Figure 14 illustrates a Finalise tour screen;
- Figure 15 is an Edit Banner screen; and
- 15 Figure 16 is a Change details screen.

DESCRIPTION OF THE PREFERRED EMBODIMENTS

The following detailed description of the invention refers to the accompanying drawings. Although the description includes exemplary embodiments, other embodiments are possible, and changes may be made to the embodiments described without departing from the spirit and scope of the invention. Wherever possible, the same reference numbers will be used throughout the drawings and the following description to refer to the same and like parts.

20

The invention will be described with reference to its use in connection with its use by real estate agents, in this context described as a Customer, in the establishment of a number of web based tours for properties they are currently marketing to their own clients. The Customers are able to create web pages consisting of plans with icons linked to pictures. Provision exists for the Customer's own web page to contain a link

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to the relevant proactive tour so that a client can browse the tour and select the pictures that they wish to view. The item of interest in this case is thus a property.

An overview of the processes of the invention, and the discrete steps involved can be seen in figures 1 and 2. Reference will be made throughout the following description to the various steps highlighted in figure 1 in particular. Figure 1 gives a schematic of the process of creation of a tour. The process of tour creation will also be described in detail in the following description.

Figure 1 presents schematically an overview of the tour creation process. For each tour, a Customer enters text describing the tour and provides the Customer contact details if appropriate (Tour Identification). The Customer then creates the list of pages and the pages that constitute the tour. Each page has a number of reference images. The tour can thus have multiple reference images where the reference image can be an image of a map, a floor plan, or a photo depicting an item associated with the tour. For each reference image, the Customer provides some text which describes the image to the person viewing the tour. In addition, they select a template, which best suits, the orientation of the reference image (e.g. floor plan) to be used and whether one or two icon images are to be used. The system validates the image provided to ensure that it conforms to the permitted file types and checks that the image file size is not exceeded. If there are no errors, the image is uploaded to the system. As is shown graphically in the figure the images are stored in an Image database, typically on a host server. Maps are also stored in a database. However, this is a separate database from the image database and, in fact is a commercially maintained street map database accessed under licence.. This gives the Customer the opportunity to include very specific information relating to the product or item on display.

Once the reference image has been successfully loaded, the system provides for a number of icons to be placed onto the reference image at the required location. The system provides a number of icons for the Customer to select the best icon that matches their requirements. The icons available include direction icons to infer to the person viewing the tour the direction that the associated image is being viewed from, together with a panoramic icon, a 360° icon and a map location icon. For each icon, the Customer selects the appropriate icon and places it at the position on the reference image. Then they upload an image (or images) to be associated with that icon. After an icon is selected, the Customer drags and drops the icon onto the reference image at the location where the associated image is being viewed from

and then uploads the image that they want connected to the icon. The system performs similar file type and file size validation checks to those performed on the reference image as described above. If there are no errors in the image, the image is uploaded to the system. The system provides for the Customer to upload two
5 images for an icon if necessary. This process is repeated for each icon required to be placed on the reference image. When no more icons are required on a reference image, the Customer can construct another reference image and repeat the above processing.

When the construction of the tour has been completed, the system validates the tour
10 to ensure that the tour is logically complete (e.g. all reference image icons have associated pictures) and provides the necessary HTTP code to link from a Customer's own web page to the constructed tour or the HTTP link for a Customer to insert in their document as a URL or use as required. In addition, the Customer can preview the web page to check how the tour would be viewed on the web and edit
15 the tour if any changes need to be made.

The Customer can tailor their web page banner, which is shown on each of the web pages viewed by a Customer's Client

Figure 2 provides an over view of the whole process. The Customer accesses the system through an Internet connection and firstly has to agree to standard terms and
20 conditions. Options are provided to the Customer, the Construct Tour option being as outlined above. There are also financial options and other options that allow the customer to edit the appearance of the banner accompanying a constructed tour to customise this to their own requirements.

The system of the invention permits Customers to:

- 25 • Customise the banner that they wish a browser to see on the proactive tour web page – that is the Customer's own brand banner will be seen by the client
- Construct and maintain their proactive tours
- Preview the tour as it would appear on the web
- 30 • Use the link to the proactive tour on the Customer's own web page or as an URL if required
- Purchase additional tours online

- Maintain their Customer details
- Delete expired tours or tours no longer required
- Change their system access password

All text in *italics* relates to specific text, which appears on a screen, eg *Next* button

5 refers to a button on a screen, which has the caption of "Next".

Figure 3 illustrates a screen showing how a final Tour Display screen 10 would appear in a browser and identifies the different parts of a completed tour. The Tour Display screen 10, as viewed through a web browser includes a tour name 12, a tour description 14, a banner 16, tour contact details 18, an uploaded plan 20 and one or more uploaded pictures 22, a page name 24, page description 26 and one or more icons 28. Importantly the icons 28 may be superimposed on both uploaded plans 20 and uploaded pictures 22.

15 The invention will now be described with reference to the creation and editing of a tour as shown in figure 3. The tour is created directly by the Customer by interaction with the Supplier web site.

Login

A system administrator is responsible for the management of the Supplier system. The system administrator assigns each new Customer a unique *Username* and *Password*. The system administrator is also responsible for the management of a pricing structure for the payment of tours by Customers.

25 The Customer accesses the Tours system by using the "*login link*" from the Supplier web site. This will display the login information where the Customer will enter the *Username* and *Password* supplied by the System Administrator. The password provided is case sensitive and needs to be entered exactly as advised by the System Administrator.

The system permits multiple Customers to be logged in under the same User Name at the same time.

If the Customer has forgotten their password, and they try to log in more than 3 times, the system will de-activate the Customer and it will be necessary to contact the System Administrator to get their password reset.

The Customer is able to change their password if required.

5 Tours

After a Customer has successfully logged in, a tours screen 30 appears showing a list of any current tours 12. Figure 4 illustrates the tours screen 30. The tours screen includes a list of all tours 12 that the Customer has created, or is in the process of creating. The list of tours 12 is sorted with the tours under construction at the top of the list with the remaining tours 12 sorted into expiry date order with the oldest tours 12 sorting to the top of the list.

The tours screen 30 provides the Customer with several options. The Customer can construct a new tour can be constructed using the *Create a New Tour* button 32; or select an existing tour to maintain by clicking the required Tour Name 12. Similarly, an existing tour can be previewed by clicking the *View* button 34 at the right hand end of the row of the tour required.

Construct Tour

A Tour is constructed by following a sequence of steps:

- Input the tour text and tour contact details
- 20 • Input the text details relating to each tour page and nominate a template to be used for that page (a tour can have multiple pages)
- Upload a plan for each page
- Position icons on the plan and upload or link pictures associated with each icon.
- 25 • Finalise a tour. This step permits the tour to be accessed by a browser and provides the necessary HTML code or URL to link the tour from a Customer's own web site.
- The system also provides for the User to maintain the tour after the tour has been finalised.

When the Customer clicks on the *Create a New Tour* button on the Tours screen 30, a new Edit Tour screen 36 is displayed as shown in figure 5. The Edit Tour screen 36 has a number of text boxes that allow the Customer to input data specific to the tour under creation. The Customer selects and inputs a Tour Name 12, and a Tour Description 14. In the example shown, the Tour Name 12 is "17 Angas Street Adelaide" and the Tour Description 14 is "Auction will be held on premises at 1 pm Sat 21 Dec 2002". It can be seen that Customers have the freedom to select any Tour name and Description that is relevant to their product. Thus, for example, the tour may be a tour of a tourist facility or a motor vehicle or a university and the tour description would thus highlight perhaps the location, model or department as preferred by the Customer. In each case, the basic process is the same.

The Customer also has the opportunity to input contact details 16 that appear on the Tour display screen 10.

When the User clicks the *Next* 38 button, the system displays a message to confirm the Tour Name 12 entered. If the User confirms that the Tour Name 12 is correct, the tour record is created and one of the Customer's tour credits is used. The tour expiry date is not set until the tour has been finalised.

The *Reset* 40 button will reset any data (except the *Tour Name* field after the initial *Tour Name* confirmation) that has been entered back to the values before the change. Any changes made will not be saved. Using the *Back* 42 button or the *Next* 38 button will save any changes made to that screen. Having created the identity of the tour it is now necessary to create the body of the tour in the form of the images and data that together make the tour.

List of Pages

After the User confirms the tour name 12, the system will display a *List of Pages* screen 44 as shown in figure 6. Each tour can consist of multiple web pages. The *List of Pages* screen 44 permits the Customer to construct and maintain each tour page.

The Tour Name 12 is listed together with a list 50 of the pages that have been created for the tour. When the tour is first constructed, there are no tour pages listed.

Use the *Create a New Page* button to construct a page to be used in the tour. This will display the *Edit Page* screen.

If the tour consists of more than one tour page, the system displays *Move Up* and *Move Down* buttons 46,48 on the right hand side of the screen. The *Move Up* and *Move Down* buttons 46,48 are used to change the sequence of the tour pages when they are displayed by a browser. To move a page the Customer selects the page, which needs to be moved by clicking on the row (not the *Page Name*) and then using the appropriate direction button. Repeat clicking the direction button until the tour page is in the position required. Using the *Next* 54 button will save any changes made to the *List of Pages* screen 44 and will bring up the *Edit Page* screen 56 as shown in figure 7. In the example under consideration, five pages can be constructed for each tour. However, this is an arbitrarily selected number considered appropriate to the business environment for real estate sales. Other industries may require more pages.

Edit Page

The *Edit Page* screen 56 permits the page text and the template to be used for the page to be entered. The Tour Name 12 is shown at the top of the screen. The Page Name 50 and the Page description 26 are entered and edited at this point. The Page Name is a mandatory field and data must be entered. The text entered for the *Page Name* 50 will be displayed by a browser as the caption on the link to select this page for viewing.

The *Page Description* field 26 is an optional field.

On the screen below the Page name and page description fields is the template selection field 58. The Customer has to nominate a template to be used. The template 58 defines how a page appears when viewed by a browser. The templates 58 depict the layout to be used for each tour page with the tour plan showing on the left or the top of the screen and the images on the right or the bottom. It is mandatory that a template be selected. Once a template has been selected and saved, it cannot be changed.

Depending upon the template 58 selected, the tour plan is shown either on the left hand side or on the top of the tour page screen. The template selected also affects how pictures would be displayed by a browser. Pictures either would be on the right hand side or on the bottom of the tour depending upon the template selected. Those templates that show two pictures permit two pictures to be uploaded for icons used on that plan although only one picture would be displayed at a time in a browser.

The Tourn page 10 shown in figure 1 is an example of template version 1. A tour plan 20 is shown on the left hand side and a tour picture 22 on the right hand side.

When the Customer left clicks the *Next* button 59, the system displays the *Edit Page Icons* screen 60 shown in figure

- 5 The *Reset* button 62 will reset back to the values before editing and any changes made are not saved. Using the *Back* 64 button or the *Next* button 59 will save any changes made to that screen.

Edit Page Icons

- 10 The *Edit Page Icons* screen 60 permits the plan 20, the plan icons 28 and the pictures required for the page to be input. When the Customer enters the screen 60 the screen is as shown in figure 8.

The Tour Name 12 and the Page Name 50 are shown at the top of the screen 60.

- 15 An *Upload Plan* button 66 is used to input a plan 20 or locate a map to be used for the page. This would display the *File Upload* screen 68, see figure 10. A description of the *File Upload* screen 68 is found herein below.

- 20 After the plan or map 20 has been uploaded, it is displayed on the *Edit Page Icons* screen 60 and an *Add Icon* button 70 becomes visible as shown in figure 9. The *Add Icon* button 70 displays the icons 28 available to be used on the plan 20. In the embodiment of the invention under consideration, there are eight direction icons available to the customer for use. The icons 28 may indicate, for example, the position from which an image is taken, a panoramic icon, a 360° virtual tour icon and a red "L" for a Location icon for use on a map. An icon 28 is selected by clicking the icon 28 and then moving the pointer to the position on the plan where the icon is required, click at that position and the selected icon will be placed at that position.
- 25 The icon 28 is displayed in red on the plan at the location required. An icon 28 on position on the plan may be repositioned from the maintain tour process described later.

- 30 Having positioned an icon 28 on the plan 20 it is now necessary to associate an image with the icon. The *Upload Picture* feature is used to achieve this. Activating the *Upload Picture* button 72 opens the *File Upload* screen 74, see figure 10. Once an image has been uploaded *File Upload* screen 74 closes and on returning to the *Edit Page Icons* screen 60, the picture uploaded 22 will be displayed. If the template

58 selected in the *Edit Page* 56 screen permits two pictures for the page, then two separate images in two separate files may be selected for uploading and the upload step is repeated to upload the second picture. If the incorrect picture has been associated with an icon, the correct picture can be associated with the icon by using the *Upload Picture* button again.

If additional pages are required for the tour, use the *Back* button 78 to return to the *List of Pages* screen 44 and then use the *Create a New Page* button 80 to construct another new page following the steps outlined above.

In this embodiment, a customer may use up to 10 icons to be used on a plan.

- 10 When all pictures have been uploaded the tour creation is completed, and the Customer selects the *Next* button 76 to progress to the *Finalise Tour* screen. The completed tour page after construction will appear similar to figure 9:

Upload Plan / Map

- 15 The *File Upload* screen 74, shown in figure 10 is used to upload a plan 20 or to access the "WhereIs" web site to obtain an appropriate map to be used on a tour page. The system of the invention is able to link to images held on a number of servers. This varies with current systems in which all data is hosted in a single location. Using the example of real estate agents, typically the location of a property is very important and it is desirable to provide potential purchasers with guidance as to the locality of a property. However, the creation and maintenance of a map database is beyond the scope of existing Internet property-listing services. The present invention circumvents this difficult by allowing the Customer to incorporate elements from commercially available and professionally maintained map databases. Further, as the maps used by customer sin the creation of a tour are simply an alternative form of image, this provides the customer with the opportunity to use Page icons in connection with a map to provide further information.

Page plans 20 are uploaded to the Host server. Maps however, are linked to the "WhereIs" site on the web. The *File Upload* screen 74 appears as figure 10.

Plan images in .jpg or .gif file types can be uploaded.

- 30 At the top of the screen, the file size and pixel limits for the image are displayed. The pixel limits for a plan are determined from the template selected for the tour page, which in turn determines the space available on the page when the tour is being

viewed in a browser. When a plan is being uploaded, the system checks the size of the plan to ensure that the image being provided does not exceed the tour file size limits. The *File Upload* screen 74 also displays the image height and width in pixels to indicate the size of the plan image that would be used by the system.

- 5 To upload a plan, use the *Browse* button to set the path and file name of the image to be uploaded. For example, images may be on a hard drive, on a floppy disk or be loaded directly from a digital camera. The *Upload* button 78 serves to load the image to the Host server. If the upload is successful, the *Close* button returns the Customer to the *Edit Page Icons* 60 screen where the uploaded image is then displayed. If any
10 errors occurred during the upload, they are displayed and, in some circumstances, it will be necessary to make any corrections to the file size if it is outside the maximum values set by the Host system using any image processing software available.

It is also possible to locate and use a map on a tour page. The map is obtained from data located on the commercially available site.

- 15 The *Link* button 80 displays the *Find Map Link* screen 82, which thereby allows the Customer to select the map required. Figure 11 shows the *Find Map Link* screen 82. data representing the address sought is entered as street number, street name, suburb and State. These fields are mandatory fields for the location required for the map and then use the *Next* button. In some cases, this will result in a map being
20 displayed. However, if the address results in more than one possible map, the system will display a list of potential addresses that match the address criteria entered. These addresses are displayed in the *Find Map Link* screen 82. The Customer has the opportunity to select the required address, or if no address is correct, to use the back button to return to the *Find Map Link* screen 82. would be
25 displayed as follows:

When an address has been selected it will appear in the *Find map* screen 84 as shown in figure 12.

- The size of the map can be adjusted to five levels of zoom and these are available from the drop down list in the *Select Zoom Level* field. This will return a new map at
30 the selected zoom level. The original map returned defaults to the *near* zoom level.

The map can also be re-positioned if necessary. This is achieved by clicking on the displayed map at the point where the new centre point of the map is required. This

will return a new map with a revised centre. The map can be re-positioned at any zoom level.

The *Back* button 86 returns to the *Find Map Link* screen 82 to check or change the address details.

- 5 The *Select Map* button 88 will return to the *Edit Page Icons* screen 60 where the selected map would be displayed ready to positioning icons on.

Upload Picture

- 10 An alternative *File Upload* screen 90 is shown in figure 13. As can be seen with a comparison of figure 10 no map link facility appears on this screen. The screen 90 is used to upload the Picture to be used on a tour page. The system checks the size of the picture to ensure that the image being provided does not exceed the tour file size limits. jpg and .gif file types can be uploaded.

- 15 At the top of the screen, the file size and pixel limits for the image are displayed. The pixel limits for an image are set from the template selected for the tour page, which in turn determines the space available on the page when the tour is being viewed in a browser.

Page pictures can be uploaded to the Host server, or linked to a server on the web.

- 20 To upload a picture image, use the *Browse* button to set the path and file name of the image to be uploaded. Then use the *Upload* button to load the image to the Proactive Tours server. If the upload is successful, use the *Close* button to return to the *Edit Page Icons* screen where the uploaded image will be displayed. If any errors occur during the upload, they are displayed and it will be necessary to make any corrections to the image file size outside the maximum set by the Proactive Tours system using any image processing software available.

- 25 To link a picture already on a web server, type in the *Link File* field the URL location where the picture required is located and use the *Link* button. If successful, the system will return to the *Edit Page Icons* screen 60 where the linked picture would be displayed. Any errors that occur during the link processing will be displayed for our information.

- 30 The Customer has now created a tour including a plan 20 having icons positioned thereon to assist those viewing the site to identify where the images associated with

the plan are taken. Further, the potential purchaser can easily comprehend the nature of the location of the property by considering the linked map file.

Finalise Tour

When the tour pages required for a tour have been constructed following the above method, the *Finalise Tour* screen 92 is displayed as shown in figure 14. The *Finalise Tours* screen 92 performs the validation on the tour that has been constructed to ensure that the tour is logically complete, that is, that all icons have associated pictures. If the tour is valid, the HTML code needed to link from a Customer's own web page to the proactive tour is provided as well as a link to the tour which can be pasted into any text.

In the *Finalise Tour* screen 92, the tour name 12 is identified at the top of the screen.

If the tour has any logic errors in its construction, the system will identify these for correction before the tour can be finalised. If the User clicks on the error, the system will take the Customer to the screen where the error has been detected so it can be corrected.

If the tour is valid, the tour is assigned an expiry date and this is displayed at the top of the screen. The tour expiry date is determined from the default period for a tour as determined by Systems Administrators.

The Customer can preview the tour that they have constructed by clicking on the "Click here to view your Tour" text 94. This will take the Customer to the web page where the tour can be viewed in a browser to verify its functionality.

The HTML code 96 needed for the Tour icon to link from a Customer's own web page to the Tour on the host web site can be copied and pasted into the web page required. This may need assistance from a person with some skills in HTML coding.

The HTTP link 98 is provided which can be copied and pasted into any text document or into sites that provide for a URL or link on their site.

The advantage of the present invention becomes apparent at this stage. The screens used in the present invention are capable of use by customers with no web page skills and provide an easy to interpret interface for the creation of tours. This compares favourably with prior art devices that require sophisticated software manipulation skills for their operation

Activating the *Go To Tour List* button 100 takes the user to the *Tours* screen 30.

Maintain Tour

Once a tour has been finalised, it can still be maintained providing the tour has not expired.

- 5 From the *Tours* screen 30, the Customer selects the Tour Name 12 required by clicking on the Tour Name in the list. To assist Customers in navigating to the required screen within a finalised tour, a breadcrumb at the top of the screen has shows each of the screen names used to construct the tour. The Customer can then use the breadcrumb to go the screen required to view or make changes to the tour.
- 10 Using the *Back* or *Next* buttons on that screen to save changes. If any changes are made to the tour, it is suggested that the User go to the *Finalise Tour* screen, which would validate the tour to ensure that the tour is still logically correct.

Any text (except the Tour Name) on both the tour or on each tour page can be changed as required.

- 15 The maintenance feature can be used to delete a tour page, move an icon 28, delete an icon 28 or delete a page picture.

To Delete a tour page 50, select the *List of Pages* screen 44, click the check box 104 in the Delete column for the row being deleted, and use the *Delete* button 106.

- 20 Multiple pages can be deleted at the one time if required. After confirming the deletion, the system will delete the plan, icons and pictures used for that page(s).

To move an icon 28, select the *Edit Page Icons* screen 60 and then select the icon 28 that needs to be moved. The icon selected will display in red. Use the *Move Icon* button 108, select a different icon if necessary, and click the new position where the icon should be.

- 25 To delete an icon, select the *Edit Page Icons* screen 60 and then select the icon 28 that needs to be deleted. The icon selected will display in red. Use the *Delete Icon* button 110. A confirmation message needs to be accepted before the icon would be deleted. When the icon is deleted, the system will also delete any pictures that had been associated with that icon.

To Delete a picture, select the *Edit Page Icons* screen 60 and then use the *Delete Picture* button 112. A confirmation message needs to be accepted before the picture would be deleted.

Delete Tour

- 5 A tour can be deleted at any time after it has been created by using the *Tours* screen 30. Tours 12 which need to be deleted are selected by clicking the appropriate Tour Name check box 114 in the *Delete* column and then use the *Delete* button 116. Multiple tours can be deleted at the one time if required. After confirming the deletion, the system will delete the tour from the system. Only those tours visible on
10 the screen will be deleted. The User should also remove any links to the tour to prevent a browser receiving an error when trying to access a deleted tour.

A tour cannot be re-instated after it has been deleted. If the tour were needed again after it had been deleted, it would be necessary to reconstruct the tour using another tour credit.

15 Extend Tour

- When a tour is created, it is available for use until the expiry date, assigned to the tour at the time the tour was finalised. If a tour needs to be used after its expiry date, it can be extended for a further standard period and a new expiry date is assigned to the tour. Extending a tour avoids the need to reconstruct the tour as the old tour is
20 re-used. When a tour is extended, another tour credit is used as though a new tour had been constructed.

- A tour can be extended at any time after it has been created by using the *Tours* screen 30. If the tour has expired, the tour is extended for a further period from the date when the extension was requested. If the tour has not expired, the tour expiry
25 date is extended by a further standard period. Tours that need to be extended are selected by clicking the appropriate Tour Name check box 118 in the *Extend* column. Only those tours visible on the screen will be extended.

The standard period of extension is determined by Systems Administrators.

- It should be noted that expired tours are periodically deleted by the Systems
30 Administrators and a tour can only be extended if the tour has not been deleted. Any links to tour that has expired would result in a browser receiving an error when trying to access the tour.

Preview Tour

A tour can be previewed after it has been finalised by using either the *View* button 34 alongside the tour on the *Tours* screen 30 or from the *Finalise Tour* screen 92 using the link "Click here to view your tour" 94.

5 Edit Banner

A tour viewed by a browser has a banner at the top of the screen that can be customised to an individual Customer's requirement. The edit banner screen 125, shown in figure 15 is accessed using the *Edit Banner* menu item 120 at the top of the screens.

10 The system provides for three levels of banner:

- A Customer banner
- A Customer's Parent Banner
- A system default banner

15 If a Customer's Banner details are present, then they take precedence and would be used when the tour is viewed. If the Customer has not input any banner details, the Customer's Parent's banner would be used if present, otherwise the system default banner would be used.

The banner consists of three components.

- A logo (uploaded by Customer)
- 20 • A background image (uploaded by Customer)
- Text (text value, colour, font, size, bold and italic can be set)

These features are set in the *Edit banner* screen 124 shown in figure 15 and the finished result may be viewed using the preview button 126.

Purchase Tours

25 The system permits the Customer to purchase additional tours online. To access this facility, use the *Purchase Tours* 122 menu item at the top of the *Tours* screen. This will normally display a screen to advise the Customer that the information they will be providing is being made over a secure connection:

However, if there is a problem with the security connection, a screen indicating that the Customer needs to make adjustments in their settings for Control Panel - Internet Options – Security appears.

After accepting the Security Alert screen, the system will allow the Customer to make payments. After the number of tours to purchase has been determined, a payment is made using credit card payment. The security of the payment system is ensured by using financial payment software available from recognised financial institutions. The system thus communicates with a financial institution for recording a financial transaction. Once a payment has been accepted by the financial institution the system generates an invoice and receipt for the customer.

Change My Details

The User is able to edit and view their Customer details recorded by the system. To access this information, use the *Change My Details* 128 menu item at the top of the screen. This will display the *Change My Details* screen 130 shown in figure 16. The Customer has to enter data in a number of mandatory fields – marked with an asterisk for convenience. Other fields are optional. Data is saved by using the *Save* button 132.

If the User wishes to change their password, use the *Change Password* 134 button on this screen. The *Reset* button 136 will reset any data that had been changed back to the values before the change. Any changes made will not be saved.

Using the *Back* button 138 will not save any changes made.

Log Out

The User can log out of the system by using the *Logout* menu item at the top of the screen 140.

Further advantages and improvements may be made to the present invention without deviating from its scope. Although the invention has been shown and described in what is conceived to be the most practical and preferred embodiment, it is recognized that departures may be made therefrom within the scope and spirit of the invention. The invention is not to be limited to the details disclosed herein but is to be accorded the full scope of the claims to embrace any and all equivalent devices and apparatus.

In any claims that follow and in the summary of the invention, except where the context requires otherwise due to express language or necessary implication, the word "comprising" is used in the sense of "including", i.e. the features specified may be associated with further features in various embodiments of the invention.

CLAIMS:

1. A system for creating a web based tour for an item of interest characterised in that it includes the steps of:
 - establishing a tour identity;
 - 5 - associating one or more reference images with the tour identity;
 - positioning one or more reference icons on one or more of said reference images, each of said reference icons being associated with a further reference image;
 - 10 - and wherein a position of each of said reference icons is selected to provide information relating to said further reference image.
2. A system for creating a web based tour according to claim 1, characterized in that said tour identity optionally has associated therewith a tour description.
3. A system for creating a web based tour according to claim 1, characterized in that each of said reference images optionally has an associated image
15 description.
4. A system for creating a web based tour according to claim 3, characterized in that a reference image and a respective associated image description collectively form page and wherein said tour consists of a plurality of pages collected together as a list of pages.
- 20 5. A system for creating a web based tour according to claim 4, characterized in that each page is prepared according to a template selected from a number of predetermined template styles.
6. A system for creating a web based tour according to claim 1, characterized in that said reference images are stored on one or more remote host servers.
- 25 7. A system for creating a web based tour according to claim 1, characterized in that at least one of said reference images is a map.
8. A system for creating a web based tour according to claim 1, characterized in that in that at least one of said reference images is a plan.
9. A system for creating a web based tour according to claim 1, characterized in
30 that each of said reference icons serve to provide information regarding said further reference image associated therewith.

10. A system for creating a web based tour according to claim 1, characterized in that said item of interest is real estate.

11. A web based tour for an item of interest characterised in that it includes

- a tour identity having a respective tour description;
- a plurality of pages forming said tour, each page consisting of one or more reference images associated with the tour each reference having an associated image description;
- one or more reference icons positioned on one or more of said reference images, each of said reference icons being associated with a further reference image;
- and wherein a position of each of said reference icons is selected to provide information relating to said further reference image.

12. A web based tour for an item of interest according to claim 11, characterised in that said item is a property and that at least one reference image is a plan of said property and wherein reference icons positioned on said plan are associated with reference images provide an indication of a position and direction from which said reference image was obtained and wherein at least one reference image represents a map and includes thereon a reference icon that provides an indication of a position of the property on the map.

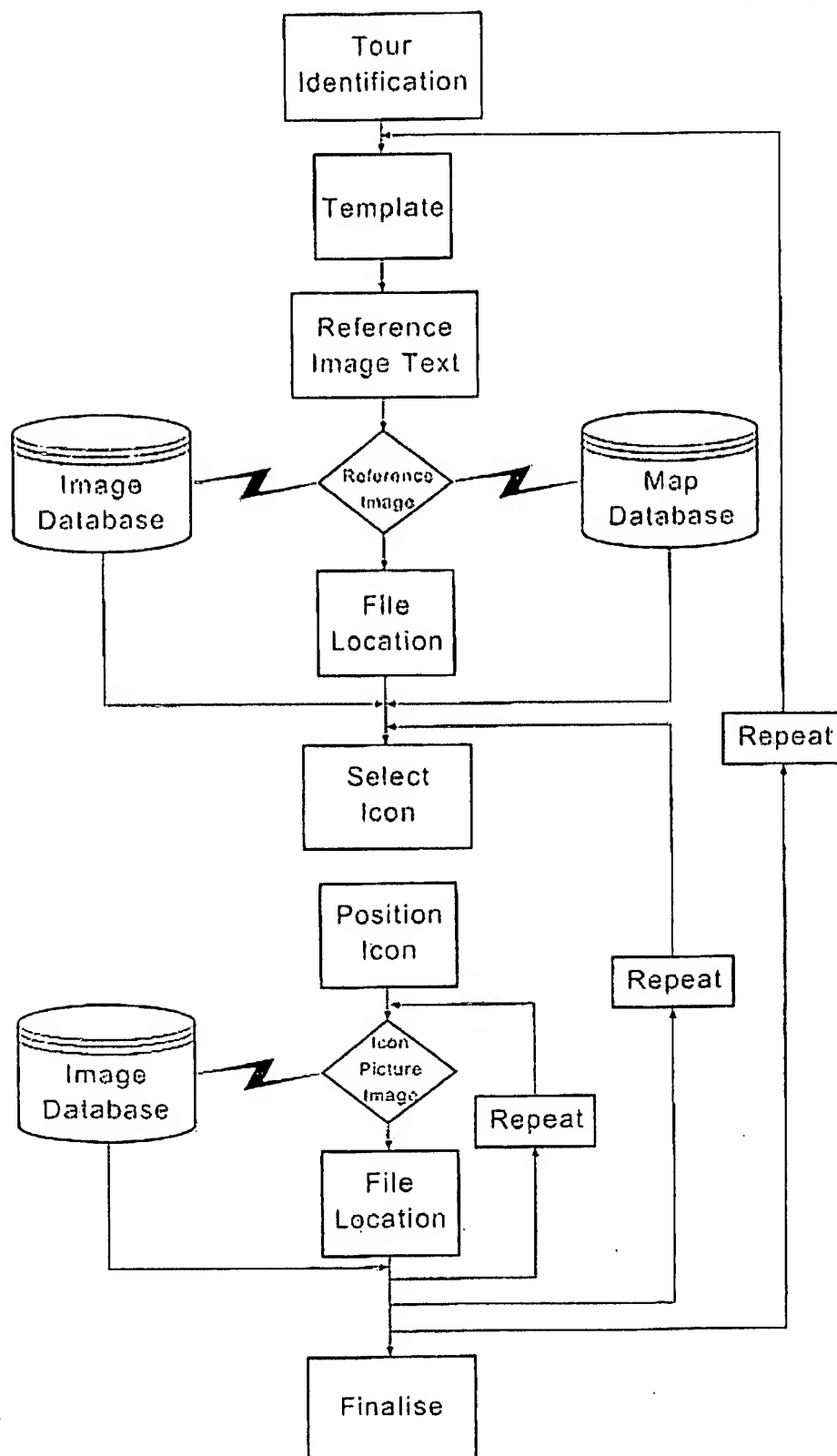


Fig 1

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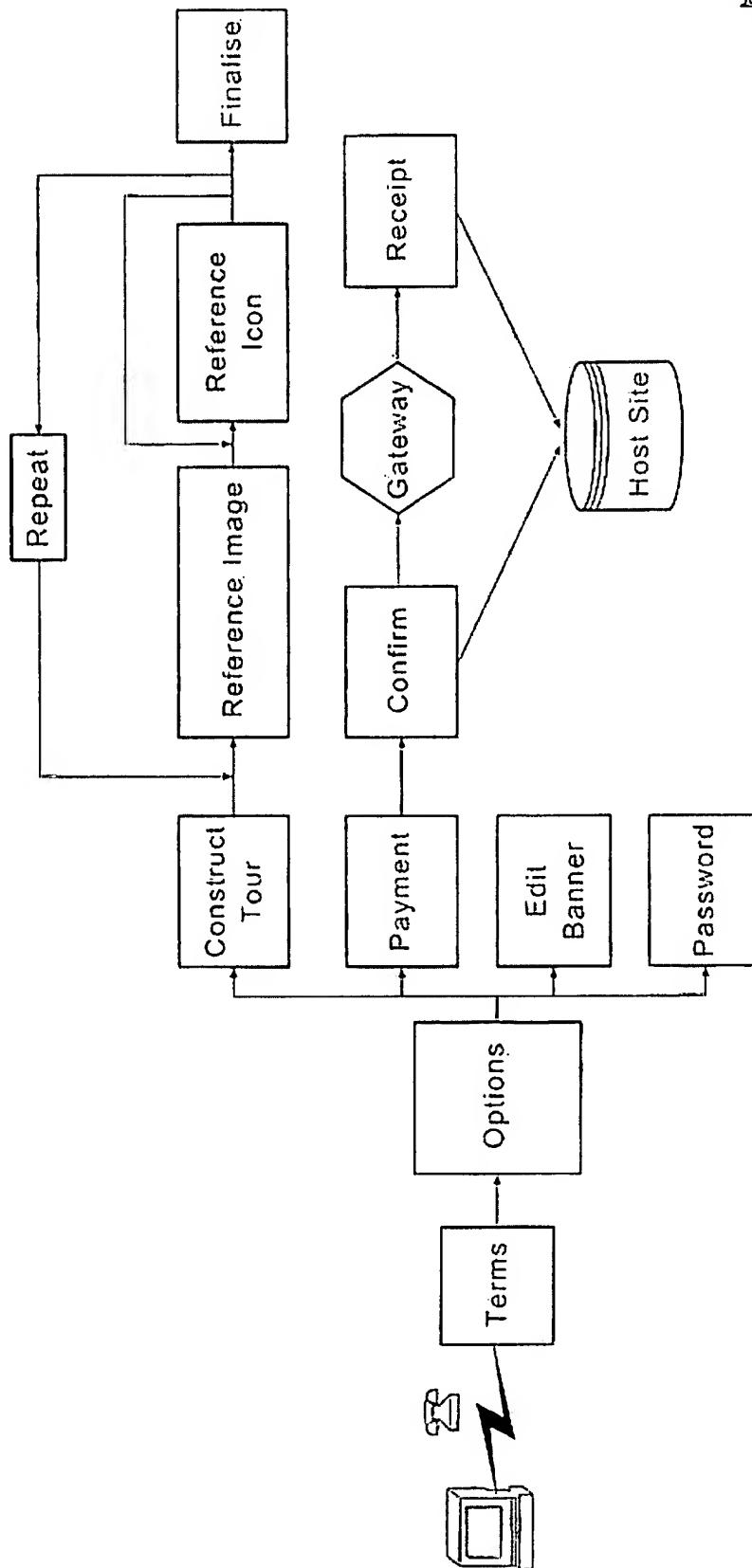


Fig 2

10 / 524677

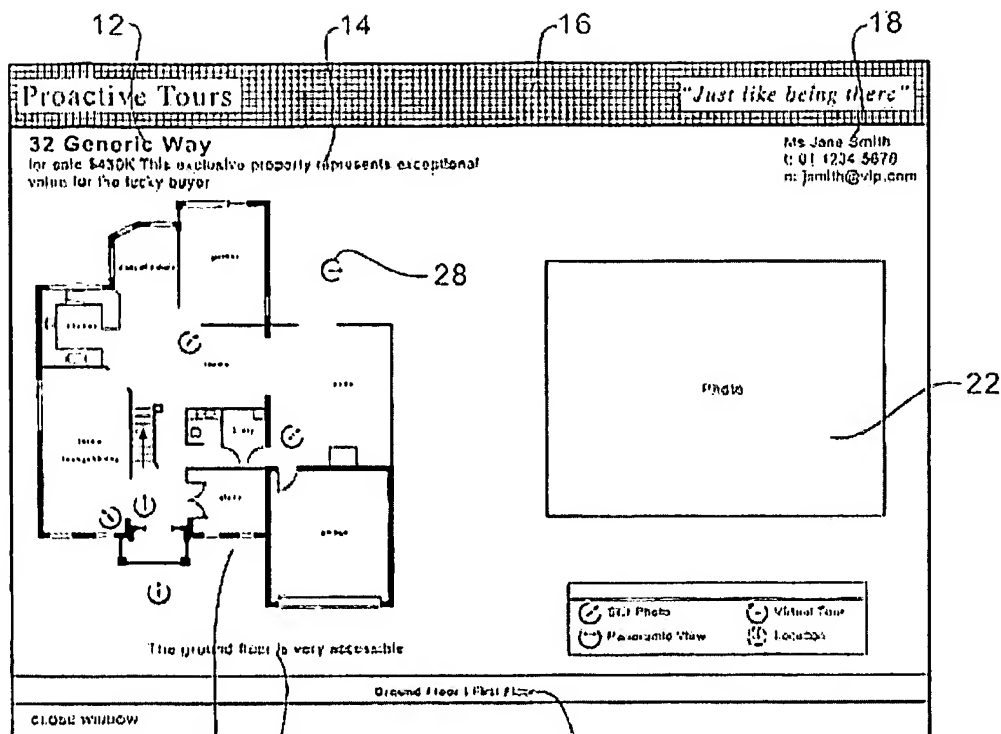


Fig 3

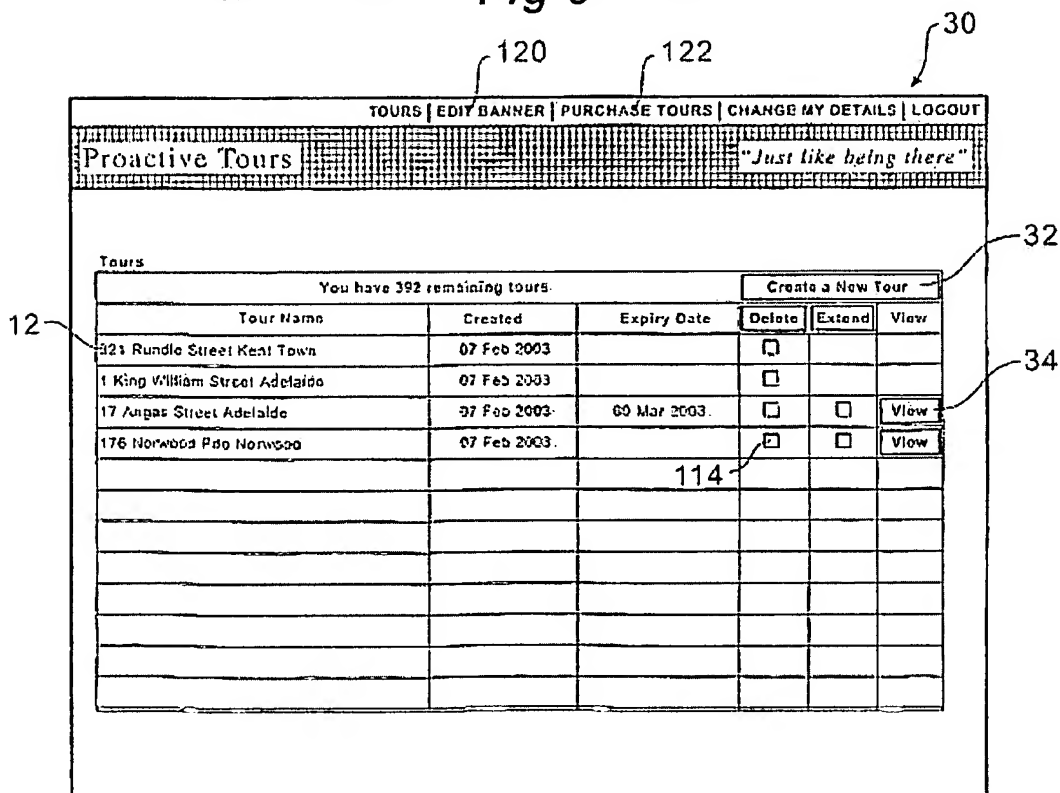


Fig 4

10/524677

122 140 30

TOURS | EDIT BANNER | PURCHASE TOURS | CHANGE MY DETAILS | LOGOUT

Proactive Tours "Just like being there"

Edit Tour - 17 Angus Street Adelaide

Tours > Edit Tour > List of Pages > Edit Page > Edit Page Icons > Finalise Tour

Tour Name: 17 Angus Street Adelaide

Description: Auction will be held on premises at 1PM Sat 21 Dec 2002

Contact Details:

Contact Name: Jill Smith

Contact Phone: 0800 2222

Contact Email: JILL@Demo.com.au

Reset << Back Next >>

40 42 38

Fig 5

12 44

TOURS | EDIT BANNER | PURCHASE TOURS | CHANGE MY DETAILS | LOGOUT

Proactive Tours "Just like being there"

List of Pages - 32 Genetic way

Tours > Edit Tour > List of Pages > Edit Page > Edit Page Icons > Finalise Tour

Page Name	Description	Create a New Page
Ground Floor	The ground floor is very accessible	<input type="checkbox"/> Delete <input type="checkbox"/> Move up <input type="checkbox"/> Move down
First Floor		

50 26 106 104 48

<< Back Next >>

52 54

Fig 6

TOURS | EDIT BANNER | PURCHASE TOURS | CHANGE MY DETAILS | LOGOUT

Proactive Tours

Just like being there

Edit Tour - 32 Generic way - Ground Floor

Tours > Edit Tour > List of Pages > Edit Page > Edit Page Icons > Finalise Tour

Page Name:

Description:

Template:

☐ 1
 ☐ 2
 ☐ 3
 ☐ 4

Reset << Back Next >>

Fig 7

TOURS | EDIT BANNER | PURCHASE TOURS | CHANGE MY DETAILS | LOGOUT

Proactive Tours

Just like being there

Edit Tour - 32 Generic way - Top Floor

Tours > Edit Tour > List of Pages > Add Page > Edit Page Icons > Finalise Tour

Upload Plan...

No Plan selected

<< Back Next >>

Fig 8

10/524677

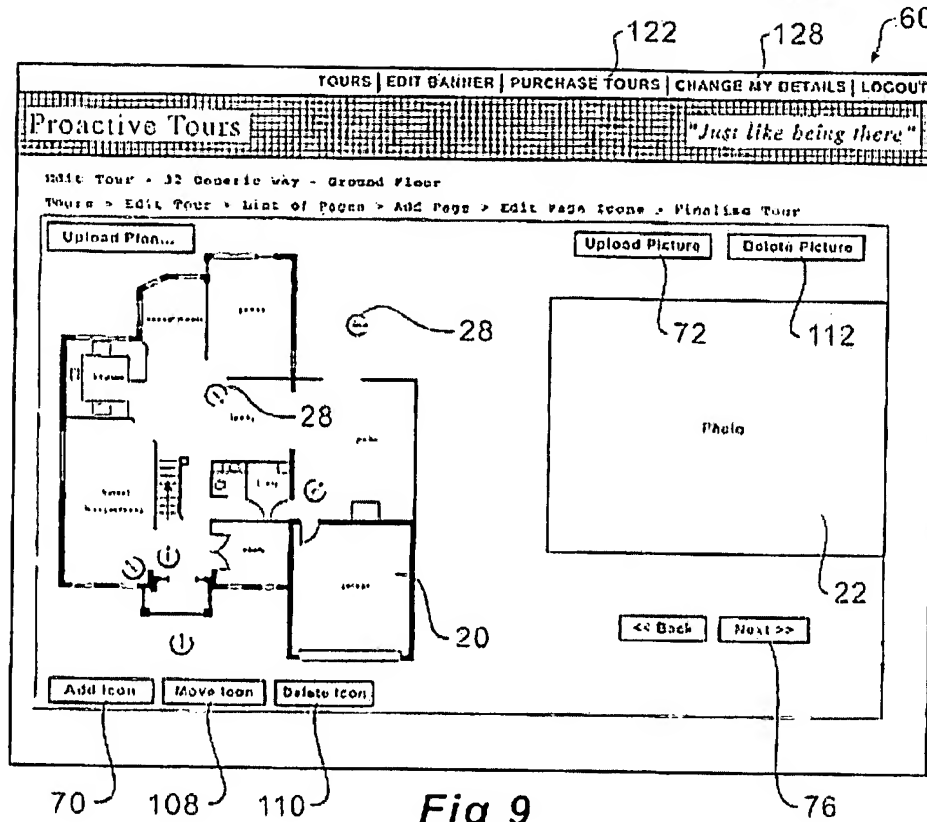


Fig 9

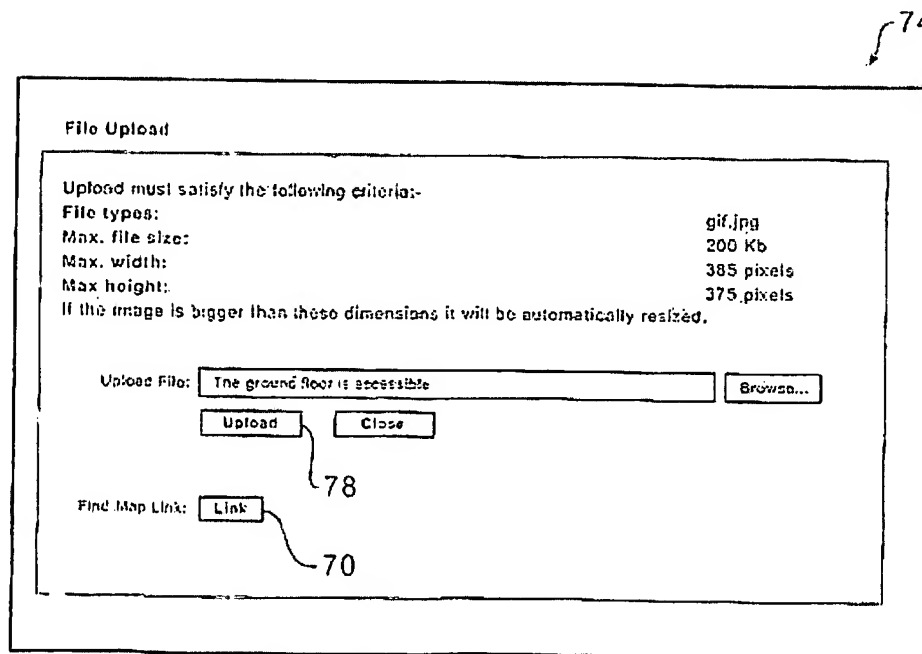


Fig 10

10/524677

82

Find Map Link

Please enter the address details of the property below:

Street Number:

Street Name:

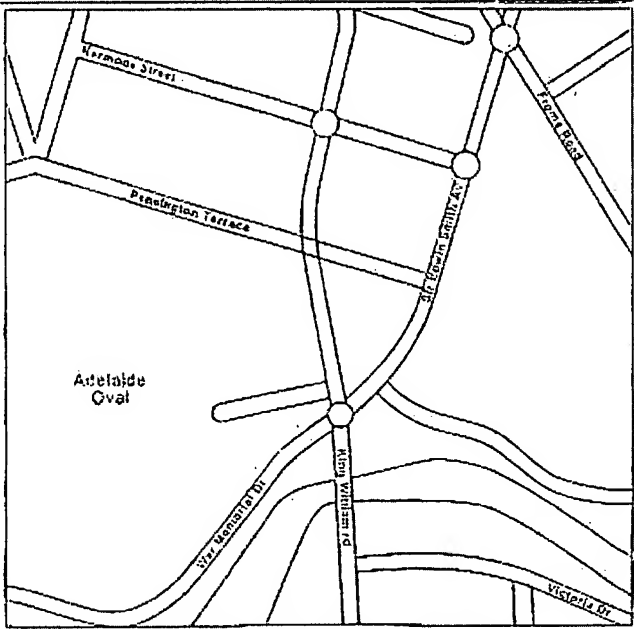
Suburb:

State:

Fig 11

84

Find Map



Click on the map to centre the image on that point

Select Zoom Level:

Fig 12

88

86

10/524677

90

File Upload

Upload must satisfy the following criteria:-
 File types: gif, jpg
 Max. file size: 92 Kb
 Max. width: 350 pixels
 Max height: 325 pixels

Upload File

Link File

Fig 13

12 122 128 92

Proactive Tours TOURS | EDIT BANNER | PURCHASE TOURS | CHANGE MY DETAILS | LOGOUT

"Just like being there"

Finalise Tour - 32 Generic way

Tours > Edit Tour > List of Pages > Edit Page Icons > Finalise Tour

Tour 32 Generic way will expire 14 Feb 2003 10:30:11

[Click here to view your tour](#) 94

Copy this HTML into your Website to provide a link to your customer

```
<a href="#" onclick="window.open('http://pccol2server01/pat/view.asp?
T=162', 'pat2', 'height=560,width=717,chrome=no,directories=no,fullscr
eem=no,location=no,menubar=no,resizable=yes,scrollbars=yes,status=no,
titlebar=yes,top=0,left=0', false);">Link class=cursor
src="http://pccol2server01/pat/images/pcor_logo.gif" border="0" width="71"
height="30"></a>
```

Copy this link into your Website to provide a link to your customer

<http://pccol2server01/pat/view.asp?T=162> 96

98 << Back Go to Tour List >>

Fig 14

TOURS | EDIT BANNER | PURCHASE TOURS | CHANGE MY DETAILS | LOGOUT

Edit Banner

Upload File:

Background/Banner Image

Text

Text Colour:

Text Font: Arial

Text Size: 20 pt

Text Bold: ☐

Text Italic: ☐

126

Fig 15

TOURS | EDIT BANNER | PURCHASE TOURS | CHANGE MY DETAILS | LOGOUT

Proactive Tours "Just like being there"

Change My Details

* Customer Name: Parent:

* Contact Name: Credits Purchased:

Address 1: Credits Left:

Address 2: Tours Adjustment:

Suburb: Date Last Purchased:

State: Amount Paid:

Postcode: Date Authorised:

Country: Last Edited:

* Phone: Date Accepted Terms:

* Email:

Fax:

ABN:

* = mandatory field

136 134 138 132

128 130

Fig 16

INTERNATIONAL SEARCH REPORT

International application No.

PCT/AU03/01043

A. CLASSIFICATION OF SUBJECT MATTERInt. Cl. ⁷: G06F 17/60

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

DWPI: G06F 17/60 and keywords: virtual tour, property, real estate, tour?, map?, plan?, web page, web site, image?, icon? and similar terms

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2002/0052755 A (WHATLEY et. al.) 2 May 2002 Entire document, in particular see paragraphs [0007] to [0011], and figures 5 and 11	1-12
X	ALLHOMES.COM.AU 'Thinking of selling?' and 'Buy' (online), (retrieved on 20 July 2001). Retrieved from the Internet <URL: http://web.archive.org/web/http://web.archive.org/web/20010720053355/http://allhomes.com.au/ >.	1-12
A	US 2001/0025261 A (OLEFSON) 27 September 2001 Entire document	1-12

☐

Further documents are listed in the continuation of Box C

☒

See patent family annex

* Special categories of cited documents:	
"A" document defining the general state of the art which is not considered to be of particular relevance	"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
"E" earlier application or patent but published on or after the international filing date	"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)	"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
"O" document referring to an oral disclosure, use, exhibition or other means	"&" document member of the same patent family
"P" document published prior to the international filing date but later than the priority date claimed	

Date of the actual completion of the international search
15 September 2003

Date of mailing of the international search report

25 SEP 2003

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INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No.

PCT/AU03/01043

This Annex lists the known "A" publication level patent family members relating to the patent documents cited in the above-mentioned international search report. The Australian Patent Office is in no way liable for these particulars which are merely given for the purpose of information.

Patent Document Cited in Search Report		Patent Family Member	
US	2002005275	US	2003006030
US	2001002526	NONE	
END OF ANNEX			